

2045867209

SHIPMENTS

(To All Direct Accounts)

<u>COMPANY</u>	<u>PM</u>	<u>RJR</u>	<u>B&W</u>	<u>Lorillard</u>	<u>Liggett</u>	
13 wk Base Nov. 25, 1994	45.58	25.58	19.16	7.56	2.11	
February 24, 1995 (13wm)	<u>45.41</u>	<u>25.74</u>	<u>18.69</u>	<u>7.86</u>	<u>2.28</u>	
	(0.17)	0.16	(0.47)	0.30	0.17	
<u>CATEGORY</u>	<u>Premium</u>	<u>Discount</u>				
13 wk Base Nov. 25, 1994	67.46	32.54				
February 24, 1995 (13wm)	<u>68.87</u>	<u>31.13</u>				
	1.41	(1.41)				
<u>PM MAJOR BRANDS</u>	<u>Marlboro</u>	<u>PM OPB</u>	<u>V. Slims</u>	<u>B & H</u>	<u>Merit</u>	<u>Parliament</u>
13 wk Base Nov. 25, 1994	28.93	7.91	2.36	2.31	2.38	0.66
February 24, 1995 (13wm)	<u>29.13</u>	<u>8.09</u>	<u>2.43</u>	<u>2.38</u>	<u>2.41</u>	<u>0.67</u>
	0.20	0.18	0.07	0.07	0.03	0.01
<u>PM BRANDED DISCOUNTS</u>	<u>Basic</u>	<u>Cambridge</u>	<u>Bristol</u>	<u>Alpine</u>		
13 wk Base Nov. 25, 1994	4.90	1.76	0.15	0.33		
February 24, 1995 (13wm)	<u>4.74</u>	<u>1.59</u>	<u>0.14</u>	<u>0.32</u>		
	(0.16)	(0.17)	(0.01)	(0.01)		
<u>PM PRIVATE LABEL</u>	<u>PM</u>					
13 wk Base Nov. 25, 1994	1.52					
February 24, 1995 (13wm)	<u>1.32</u>					
	(0.20)					